

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of Aug. 8-14, 2016



TOP PERFORMERS

Facebook

Navajo Code Talkers Day (Aug. 14)

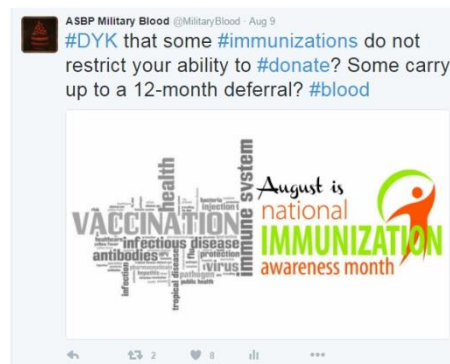
1,604 reactions, 83 comments, 654 shares



Twitter

National Immunization Awareness Month (Aug. 9)

880 impressions, 12 engagements



HOW DID WE DO?



1,939 | 199,557
New followers | Total fans

63,413

Total reach



28
New followers

4,107

Impressions



43 | 17

Repins | Clicks



4,693

Photo views



86

Video views

WHAT ARE WE UP TO?

Breaking Down Blood: Plasma

Blood, made up of both liquids and solids, is a vital tissue of the human body. It carries oxygen, forms clots on wounds and helps fight off infections. It can also be a lifesaving treatment for someone who is ill or injured. In this three-part series, we will break down everything you ever wanted to know about the main components of blood — red blood cells, platelets and plasma. **Learn more about plasma:** <http://bit.ly/breakingdownbloodplasma>



Read more about red blood cells: <http://bit.ly/breakingdownbloodrbc>

Stay tuned to learn more about platelets. Coming Aug. 26.

NEWSWORTHY CONTENT

FBI and DEA Combine Forces to Co-sponsor Military Blood Drive

The FBI and the Drug Enforcement Administration co-sponsored an ASBP blood drive at Fort Bliss, Texas, July 29. Lucy Holcomb, DEA public information officer, said the main reason they wanted to sponsor a blood drive with the ASBP was due to the fact the blood supports deployed service members and their families worldwide.

Read more: <http://bit.ly/2beChqU>



KEEP AN EYE OUT FOR ...

- **World Humanitarian Day (Aug. 19):** Did you know the Armed Services Blood Program plays a tremendous role providing blood and blood products during humanitarian missions worldwide? On World Humanitarian Day, donate blood to help those in need, here and around the world.